

ITEM2022-WEB Overview

The International Technical Exhibition of Medical Imaging (ITEM2022) will be held in a hybrid format with a booth exhibition at the PACIFICO Yokohama Exhibition Hall and ITEM2022-WEB.

This document provides an overview of the ITEM2022-WEB project. The details of the project and the call for proposals will be explained at the exhibition implementation guideline briefing and booth allocation lot drawing scheduled for October 27.

1. Basic concept of ITEM2022-WEB

- The basic concept of ITEM2022-WEB is to provide a place of value from the visitor's perspective and from the exhibitor's perspective.
- We will integrate and manage the REAL and the WEB to improve convenience for visitors.

2. ITEM2022-WEB New Project

- VOD distribution of videos linked to the REAL venue
 - For ITEM2022, we are planning to set up a special stage at the PACIFICO Yokohama venue where exhibitors can present their technologies and products. We are also considering setting up a special stage for the "Specific Theme" exhibition, which was held on the web in ITEM 2021.
 - The video content on the special stage will be distributed as VOD on the web. This will enable exhibitors to provide effective web content without the need for further effort to conduct presentations on stage.

3. Brushing up the existing website plan

- Improved usability for visitors

- The website functions for the PACIFICO Yokohama exhibition site will be integrated into ITEM2022-WEB, and visitor registration will also be consolidated.
- For visitors who have already registered for the conference, we plan to allow them to browse ITEM2022-WEB without having to go through the registration process again by using the single sign-on function of the conference website. (The details are still being verified.)
- Exhibition of products not approved by the pharmaceutical affairs bodies
 - We will consider limiting the viewing of unapproved products to registered members of the society and visitors who are medical professionals, for example, in consideration of the contents of the exhibition.
- Strengthen collaboration with conference programs
 - Continuing from ITEM2021, we will provide an improved mechanism to provide links between the conference web program and the introduction of exhibitors' products and technologies.
 - We will consider increasing the number of points of the link source on the conference side, reviewing the placement of the link buttons, and improving the operability of the link after clicking on it
 - As with ITEM2021, we will support exhibitors' web displays.

4. Exhibition fees

- Exhibitors who have already applied for a booth at the PACIFICO Yokohama Exhibition Hall will not be charged any additional fee for the web exhibition.
- Participation fee for TEM2022-WEB only (tax included)
 - Member price : ¥440,000
 - Non-member price : ¥660,000

5. Reference material

- The following page shows the website structure that is currently under consideration. Please note that this is not the final version, as it will be updated as further studies are conducted.

ITEM2022-WEB site structure (Draft)

